



Southwest Corridor Equitable Development Strategy

Pilot project application handbook

Applications due March 9, 2018 at 5:00 PM

If you picnic at Blue Lake or take your kids to the Oregon Zoo, enjoy symphonies at the Schnitz or auto shows at the convention center, put out your trash or drive your car – we’ve already crossed paths.

So, hello. We’re Metro – nice to meet you.

In a metropolitan area as big as Portland, we can do a lot of things better together. Join us to help the region prepare for a happy, healthy future.

Stay in touch with news, stories and things to do.

oregonmetro.gov/news

Follow oregonmetro



Metro Council President

Tom Hughes

Metro Councilors

Shirley Craddick, District 1

Vacant, District 2

Craig Dirksen, District 3

Kathryn Harrington, District 4

Sam Chase, District 5

Bob Stacey, District 6

Auditor

Brian Evans

600 NE Grand Ave.
Portland, OR 97232-2736
503-797-1700

TABLE OF CONTENTS

PILOT PROJECT APPLICATION GUIDELINES	3
Overview.....	3
Sample Projects	3
Important dates	4
Who can apply	4
Funding available.....	4
Minimum award requirements.....	5
Eligible geographic area.....	5
Overview of award criteria	5
Application review process	5
AWARD AGREEMENTS.....	6
Restrictions on use of funds	6
Contracting and agreements	6
Recipient gatherings.....	7
Evaluating your efforts.....	7
APPLICATION SUBMISSION + SCORING	7
Application assistance	7
Submission Instructions + Staff Contact.....	7
Scoring System.....	7
APPLICATION FORM	8
Equitable Development Principles + Goals	11
Map of Eligible Geographic Area.....	12
ABOUT METRO AND SOUTHWEST CORRIDOR EQUITABLE DEVELOPMENT STRATEGY	13

SOUTHWEST CORRIDOR EQUITABLE DEVELOPMENT PILOT PROJECT GUIDELINES

OVERVIEW

The Southwest Corridor Plan envisions a livable, affordable, economically thriving community with reliable and safe transportation options for every resident and commuter. With this vision in mind, the Southwest Corridor Equitable Development Strategy (SWEDS) strives to ensure that individuals and families continue to live, work and thrive in the Southwest Corridor as we invest in a major transportation project like light rail. This means making sure Southwest Corridor neighborhoods have:

- different choices for where to live for people of all incomes
- a range of jobs for people of all backgrounds
- learning opportunities that prepare people for those jobs
- wages that support people's desire to live and work in the corridor.

Metro's Equitable Development Pilot Projects are intended to inform, advance, and facilitate future work in support of the Equitable Development Strategy while sustaining or enhancing community-driven initiatives that prepare communities for the changes and opportunities light rail and other investments would bring to the Southwest Corridor. Awards ranging from \$25,000 to \$100,000 will support a mix of projects that address equity and housing issues as well as business and workforce development needs.

SAMPLE PROJECTS

Equity and Housing:

- Capacity building to address equitable development challenges related to racial equity and historically marginalized communities.
- Activities to expand organizational capacity and community partnerships to support affordable housing development and preservation.
- Creation of new tools or programs to provide resident support or community stabilization services.
- Activities to support station or district-level community benefits agreements.
- Organizational planning or seed funding that will launch new funding tools and/or create new partnerships to support the acquisition, construction, or preservation of affordable homes.

Business and Workforce:

- Targeted job training and workforce support services not currently available.
- Business support services and stabilization activities.
- Activities to improve Small, Disadvantaged, Minority, and Women Business Enterprise (SDMWBE) representation (e.g. new business coalition or association that addresses a gap in the Southwest Corridor).
- Activities to support station or district-level economic partnerships and agreements.
- Coordinated approaches to alternative finance lending and community investment.

IMPORTANT DATES

February 9	Open for proposal submissions
February-March	Metro Staff provides support to applicants
March 9	Due date for proposal and draft budget
March 15	Selection Committee (SC) selects projects to recommend
March 22	SWEDS Project Oversight Committee (SPOC) reviews SC recommendations
March 23	Metro selection, notification & scheduling of meetings with applicants
March 27	Metro Council Work Session to review selected projects
April 23	Final project scope & budget due
April 27	Awards announced
May 21	Project work plan presentations to SWEDS Project Oversight Committee
Early July	Funds available
July 31, 2019	Projects, quarterly/final reports, and invoicing must be complete

WHO CAN APPLY

The primary applicant may be a community based organization, city or county, or other not-for-profit entity (Including all 501 (c) organizations: nonprofit corporations and organizations that promote social welfare, business associations, chambers of commerce, and labor associations. Applicants must have the capacity to contract with Metro (including insurance and bookkeeping requirements), cannot claim proprietary ownership of work products. Project sponsors must:

- Have a federal employer ID number (EIN),
- Obtain a Data Universal Number System (DUNS) number at the following website: <https://www.grants.gov/web/grants/applicants/organization-registration/step-1-obtain-duns-number.html>, and
- Register with System Award Management (SAM) at the following website: <https://www.sam.gov/portal/SAM/#1#1>.

FUNDING AVAILABLE

Up to \$275,000 is available for awards ranging from \$25,000 to \$100,000.

- Up to \$275,000 will be awarded to projects within the Southwest Corridor eligible geographic area (See page 12).
- Projects can range between \$25,000 and \$100,000, and must be completed within 12 months.
- In-kind/financial matches and joint applications among partners are encouraged for those with the resource capacity, but a match is not required.

MINIMUM AWARD REQUIREMENTS

- Projects must be located within Southwest Corridor eligible geographic area (See page 12).
- Projects must be completed by July 2019.
- Projects must be clearly achievable given proposed resources and personnel.
- Projects must have a designated fiscal sponsor that will be responsible for proper use, accounting and reporting for all funds. If the main applicant is not eligible to serve as fiscal sponsor, the applicant must identify a project partner who will serve in this capacity. Note that if the fiscal sponsor is not a non-profit or government entity, funds may be considered a gift and may be taxable. Metro reports all fund distributions to the IRS.

ELIGIBLE GEOGRAPHIC AREA

Pilot projects are required to serve the population or community within the Southwest Corridor Equitable Development Strategy eligible geographic area mapped on page 12, including all eligible zip codes, census tracts, and Transportation Analysis Zones. Metro staff can assist you in confirming whether your project meets this geographic eligibility requirement.

AWARD CRITERIA OVERVIEW

The application form on page 8 asks applicants to provide summary information on the project regarding the primary organization and partners, a brief project summary, and evidence of how the project could make communities in the Southwest Corridor eligible area more prepared for the changes and/or opportunities light rail and related public investments would bring. A significant component of the evaluation will assess how projects support the SWEDS Equitable Development Principles and Goals listed on page 11. Additional criteria asks applicants to identify how the project can inform future activities to advance equitable development in Southwest Corridor or any regional equitable development activities. Applicants are also asked to highlight the team's experience and capacity as well as outline clear quantitative and/or qualitative outcomes to be reported in the final project evaluation report. A budget worksheet and narrative is required along with project milestones and a draft timeline.

APPLICATION REVIEW PROCESS

Applicants submit proposals. The proposals are reviewed by a Selection Committee of project staff and members of SWEDS committees and advisory groups that are not applying: SWEDS Project Oversight Committee (SPOC), Equity and Housing Advisory Group (EHAG), and Business and Workforce Advisory Group (BWAG).

The Selection Committee will use the proposal as the primary basis for their recommendation. Proposals will be selected on the condition that a final scope and budget will be developed in consultation with Metro staff. Applicants should ensure their proposal is clear, compelling and sufficiently defined.

The Selection Committee measures each proposal against evaluation criteria and recommends proposals to Metro's Planning and Development Director and Metro Council.

Once Metro Council has approved the Screening Committee's recommendations, applicants will present proposals to the Project Oversight Committee to seek additional input.

AWARD AGREEMENTS

Metro staff will work with successful applicants upon award announcement, anticipated in mid-April. Recipients and fiscal sponsors (if applicable) will enter into a grant agreement with Metro that specifies legal and contractual obligations, including insurance requirements. Once the agreement is signed by all parties, funds become available. Payment will occur on a reimbursement basis. Money spent before this point is not eligible for reimbursement. Projects are subject to Metro audits and reviews. Metro and the Southwest Corridor Plan should be acknowledged as project sponsors on any written or published material, work product and/or project or signage. These and additional details will be worked out individually with recipients and fiscal sponsors.

RESTRICTIONS ON USE OF FUNDS

Metro staff is available to assist prospective applicants in identifying whether their proposed activity would be eligible or refining the project proposal to meet the following requirements regarding the use of funds. Projects awarded will be paid for with federal funds from a grant agreement between Metro and the Federal Transit Administration (FAIN No. 1711-2017-2, CFDA No. 20.500). Awardees will be considered sub-recipients of federal funds.

Equitable Development Pilot Project funds may not be used for any of the following purposes:

- Activities or events held outside the Southwest Corridor Equitable Development Strategy eligible area
- Materials or costs not tied to the proposed project
- Costs that may be incurred in preparing this proposal
- General organizational support, annual appeals or fund drives
- Direct grants or loans that primarily benefit specific individuals or businesses
- Any attempt to: directly influence legislation or public policy; participate or intervene in any political campaign on behalf of or in opposition to any candidate for public office; induce or encourage violations of law or public policy or improper private benefit to occur
- Activities or events held on property whose owner discriminates against individuals or groups because of race, color creed, national origin, sex, age or disability, in violation of Title VI of the Civil Rights Act, as amended; 42 U.S.C. Section 2000d; Section 303 of the Age Discrimination Act of 1975, as amended; 42 U.S.C. Section 6102; Section 202 of the Americans With Disabilities Act of 1990; 42 U.S.C. Section 12132.
- Agreements will be subject to a financial assistance agreement between Metro and the Federal Transit Administration (FTA). Recipients need to comply with all applicable federal laws, regulations, executive orders, rules, policies, procedures and directives, whether or not expressly set forth in this document or the final agreement established with Metro, including but not limited to the following:
 - the terms and conditions applicable to a “recipient” set forth in the October 1, 2016 FTA Master Agreement [FTA MA 23] or most recent between Metro and the FTA
 - FTA Circular 5010.1E, Grant Management Requirements
 - FTA Circular 4220.1F, 3rd Party Procurement Requirements
 - 2 CFR 200 - Uniform Guidance – Super Circular
- Recipients also shall comply with federal, state, and local laws, statutes, and ordinances relative to, but not limited to, non-discrimination, safety and health, environmental protection, waste reduction and recycling, fire protection, permits, fees and similar subjects.

RECIPIENT GATHERINGS

Recipients and their teams should expect to participate in two gatherings (early and later in the work cycle) where recipients will share successes, lessons learned and opportunities to support and participate in each other's activities.

EVALUATING YOUR EFFORTS

Metro staff will work with recipients to develop ways to measure the impact of a project. It is helpful for applicants to have a general idea of how the community will be changed as a result of the funded activities. At the close of the project, recipients will submit a brief retrospective to Metro.

APPLICATION SUBMISSION & SCORING

APPLICATION ASSISTANCE

Applicants are encouraged to contact assigned Metro staff to discuss the proposed project, project partners and award criteria. Staff does not play a role in advocating for applicants or making the funding recommendation, but is available to provide information that will inform your application, help you make the proposal as strong as possible, and provide individual assistance as needed.

SUBMISSION INSTRUCTIONS AND STAFF CONTACT

Applicants should submit their proposals in .pdf form via email or as a link to an online file share system to the assigned Metro staff below. Additional details regarding submission are provided in the Application form on page 8.

Assigned Metro staff contact:

Brian Harper, Senior Regional Planner
brian.harper@oregonmetro.gov
503-797-1833

Scoring System

Numeric point values are provided along with length requirements for each section on the application form on page 8. Proposals will be evaluated using a 100 point system with the following breakdowns for each of the sections in the application form:

- A. Project, organization, and contact information (NOT SCORED)
- B. Project Narrative (30 POINTS)
- C. Anticipated Project Outcomes (25 POINTS)
- D. Corridor and Regional Applications (25 POINTS)
- E. Project Timeline and Key Milestones (10 POINTS)
- F. Organizational Structure and Team Preparedness (10 POINTS)
- G. Project Budget Worksheet and Narrative (NOT SCORED)

APPLICATION FORM

A. Project, organization, and contact information (one page maximum, Not scored)

Please provide the general information requested below using the format provided.

Date	
Funding	Amount requested: \$ Total project budget: \$
Project Title	
Organization/applicant name	
Primary project contact	
Name	
Title	
Phone	
Email	
Street address	
Project partners List all committed project partners	
Project Description. What will you do, and who will you work with?	
Project summary Describes the community challenge or opportunity this project addresses?	
Targeted area/people Where and/or who will be addressed through this project? (target area/population, businesses, demographics, etc...)	

B. Project narrative (two pages maximum, 30 Points)

The project description should make a convincing case that the application meets the intent of the pilot project program. Information should be presented clearly and concisely. What is the main intent of your project, and how will it be implemented? How does this project represent a new and innovative approach and/or address a distinct gap in activity to advance equitable development in Southwest Corridor?

Be sure to specify in your narrative how the project supports and advances the SWEDS Equitable Development Principles and Goals (see page 11).

C. Anticipated project outcomes (1/2 page maximum, 25 points)

Please provide clear quantitative and/or qualitative outcomes to be reported in the final project evaluation report to be submitted to Metro at the conclusion of the project. Describe what will be accomplished and documented at the end of the project. What will you measure to illustrate the effectiveness and transformational impact of your project? What success stories do you expect to tell about your project's impact?

D. Corridor and Regional Applications (1/2 page maximum, 25 points)

How will this project inform future activities to advance equitable development in Southwest Corridor? (e.g. How can your project help people in the corridor prepare to play a role in how the area will grow and change in the coming years?). Does the proposed activity have potential applications for other areas in Greater Portland or any regional equitable development activities?

E. Project timeline and key milestones (1/2 page maximum, 10 points)

Describe the major phases of the project, the time allotted to each phase (for example, weeks 2-4) and how the team plans to deploy the resources as well as matching resources and/or volunteer time to execute the project on schedule.

F. Organizational structure and team preparedness (1/2 page maximum, 10 points)

Detail the team's experience and capacity to conduct the project. Fully describe professional skills and training that will be relied upon to execute the project, and the relevant background of team members or professional contractors enlisted to help execute the project.

G. Project Budget Worksheet and Narrative (one page maximum, Not scored)

Please describe the project budget and complete the budget chart below. Be as specific as possible.

BUDGET NARRATIVE

Please describe the project budget, including revenues and expenditures. Explain how budget figures were derived; describe cost of professional services (name of individual or company, rate, number of hours) and any other relevant information. Describe matching sources by listing contributors and amounts. (Note that matching resources are not a requirement.) A federally approved overhead rate may be used or 10% de minimus.

BUDGET CHART

Activity	Metro funds requested	Other funds or contributions	Combined Project Budget
Professional services List activities, rates and amounts			
Equipment, materials & supplies List items, quantities, prices			
Promotional costs & printing List items, quantities, prices			
Permitting & fees Please itemize			
Other Please describe			
Total			

H. Attachments

Please attach the following required documents.

- Organization or fiscal sponsor federal employer ID number (EIN) and Data Universal Number System (DUNS) number.

The following additional materials may also be attached if appropriate.

- Resumes of key team members
- Images, maps or materials that help us understand the project (optional)
- Letters of support from project partners (optional)

SWEDS EQUITABLE DEVELOPMENT PRINCIPLES AND GOALS

Southwest Corridor Equitable Development Goals:

1. Address residential and business displacement
2. Reduce disparities and improve conditions for affected people
3. Preserve and expand affordable housing
4. Advance economic opportunity and build community capacity for wealth creation
5. Promote transportation mobility and connectivity
6. Develop healthy and safe communities
7. Expand the breadth and depth of influence among affected people

Goals to Address Barriers to Participation and Form New Partnerships

- Engages the public in the planning for and participating in the project's implementation
- Involves partnerships that bring different or new groups together and/or contributed resources from other entities
- Involves and benefits communities of color or other historically marginalized communities
- Eliminates barriers to participation for communities of color or other historically marginalized communities
- Is actively supported by communities of color or other historically marginalized communities
- Builds capacity for organizations and individuals to participate in civic processes

Social Equity Principles

- Quality of life outcomes, such as affordable housing, quality education, living wage employment, healthy environments, and transportation are equitably experienced by the people currently living and working in a neighborhood, as well as for new people moving in.
- Public and private investments, programs, and policies are enacted in neighborhoods to meet the needs of residents, including communities of color, and reduce racial disparities, taking into account past history and current conditions.
- Supports organizational, institutional, or structural transformation through revised policies, practices, and procedures to create equity and address a community challenge or opportunity.

Equitable Development Principles

- All people can attain the resources and opportunities that improve their quality of life
- All people are enabled to reach their full potential
- We have a mutual interest and a shared responsibility to invest in activities that address the history of inequities and current and on-going impacts in our communities
- Those affected by poverty and systemic racism, and historically marginalized communities have leadership and influence in decision-making, planning, policy-making, and implementation
- Together we act quickly to improve conditions for people and leverage collective resources to enact a strategy and vision of equity and justice.

**Southwest Corridor Equitable Development Strategy
Pilot Projects – Eligible Geographic Area**

The map displays the eligible geographic area for the Southwest Corridor Equitable Development Strategy Pilot Projects. The area is shaded in green, indicating the regions where pilot projects are eligible. A purple line with dots represents the proposed transit corridor, which runs from the northwest to the southeast, passing through the city of Portland. Major roads and highways are labeled, including I-5, I-10, I-205, and various local streets like Farmington, Milwaukie, and Beaverton Hillsdale. The map also shows the locations of several cities and towns, including Farmington, Milwaukie, Beaverton Hillsdale, and Portland. The map is titled "Southwest Corridor Equitable Development Strategy Pilot Projects – Eligible Geographic Area".

12 SW Corridor Equitable Development Pilot Project Application Handbook – February 2018

ABOUT METRO

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

Visit: <https://www.oregonmetro.gov/>

ABOUT SOUTHWEST CORRIDOR PLAN

From Tualatin and Sherwood to Tigard and Southwest Portland, more people are choosing to live, work and play in the Southwest Corridor. But the transit system here is taxed, and the roads are congested and unreliable. People walking and bicycling face unsafe conditions moving within and between local communities. Local leaders throughout this part of our region are studying the best way to address these challenges, so that residents, commuters and visitors can get around safely, quickly and efficiently for decades to come. The Southwest Corridor Plan envisions a livable, affordable, economically thriving community with reliable and safe transportation options for every resident and commuter.

Visit: <https://www.oregonmetro.gov/public-projects/southwest-corridor-plan>

ABOUT SOUTHWEST CORRIDOR EQUITABLE DEVELOPMENT STRATEGY

Southwest Corridor Equitable Development Strategy (SWEDS) strives to ensure that individuals and families continue to live, work and thrive in the Southwest Corridor as we invest in such a major transportation project like light rail. This means making sure Southwest Corridor neighborhoods have:

- different choices for where to live for people of all incomes
- a range of jobs for people of all backgrounds
- learning opportunities that prepare people for those jobs
- wages that support people's desire to live and work in the corridor.

Visit: <https://www.oregonmetro.gov/public-projects/southwest-corridor-plan/equitable-development-strategy>